

Message Text

UNCLASSIFIED

PAGE 01 MELBOU 01036 110715Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----083065 120113Z /64

R 110620Z JUL 78
FM AMCONSUL MELBOURNE
TO AMEMBASSY TOKYO
INFO SECSTATE WASHDC 4505
USDOC WASHDC
AMCONSUL SYDNEY

UNCLAS MELBOURNE 1036

TOKYO FOR USTS - SCHMITZ

USDOC FOR USTS - TOLSON

E O 11652 N A
TAGS ETRD, AS
SUBJ: MELBOURNE VISIT USA PROMOTIONS

REF TOKYO 10914

1. REFTEL PARA 1. ADELAIDE FESTIVAL OF TRAVEL FILMS

DATE SUNDAY, JULY 30, 1978
VENUE: FAIR LADY THEATER
SESSION TIMES: 1430 AND 1930 HOURS
PROGRAM: "PEACH ON THE MISSISSIPPI", PRODUCED BY PEACH PRODUCTIONS/
ABC TV/USTS; "OUR LITTLE CORNER OF THE WORLD", PRODUCED BY UNITED
AIRLINES; "AMERICA EAST", "HAWAII/AMERICA WEST", PRODUCED BY USTS (2
PROJECTOR VERSION).
AUDIENCE: BOTH SESSIONS ARE FULLY BOOKED. WE WILL HAVE TOTAL
AUDIENCE IN EXCESS OF 1600. SUGGEST SCHMITZ AND/OR QUINN ATTEND 1930
HRS SESSION.

B. REFTEL PARA 2. DONCASTER SHOPPING TOWN (DST) PROMOTION JULY 3 UNCLASSIFIED

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THRU JULY 8, 1978. PROMOTION WAS FIRST EFFORT OF THIS PARTICULAR
KIND UNDERTAKEN BY POST. DESPITE SHORT LEAD TIME, STAFFING,
TECHNICAL AND OTHER PROBLEMS POST CONSIDERS DST PROMOTION A
QUALIFIED SUCCESS. WE WISH TO DISCUSS THIS TYPE OF PROMOTION
FURTHER WITH SCHMITZ/QUINN DURING AFTA CONVENTION.

FOLLOWING ARE DST PROMOTION STATISTICS:

PARTICIPANTS: AMCONGEN MELBOURNE (ON BEHALF USTS), PAN AM, QNATAS, DELTA AIRLINES, WESTERN AIRLINES, TWA, HILTON HOTELS INTERNATIONAL, AMERICAN EXPRESS(MELBOURNE), RACV TRAVEL (MELBOURNE, KINGS TOURS (MELBOURNE, "ALOHA AMERICA" CONSORTIUM (MELBOURNE). TOTAL AUDIENCE FOR "AMERICA EAST/WEST/HAWAII" SLIDE SHOW: APPROX 3500.

FIRM TRAVEL INQUIRIES: 36

DEPOSITS PAID: 8(TOTAL 17 PASSENGERS).

ANTICIPATED US TRAFFIC GENERATED NEXT 12 MONTHS: 1000-1500.

ESTIMATED VALUE OF THIS TRAFFIC 250,000-375,000 DOLLARS.

BROCHURE DISTRIBUTION: USTS, DELTA, WESTERN, HILTON-NIL. ALL

INQUIRIES REFERRED DIRECT TO TRAVEL AGENTS. THE OTHER PARTICIPANTS

DISTRIBUTED APPROX 5000 BROCHURES OF USA PROGRAMS TO

INTERESTED PEOPLE.

POPPL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 11 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780284-0660
Format: TEL
From: MELBOURNE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780775/aaaackse.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Secure: OPEN
Status: NATIVE
Subject: MELBOURNE VISIT USA PROMOTIONS
TAGS: ETRD, AS
To: TOKYO
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ebf6ce77-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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